



The Wonders of Niagara

Scenic
and
Industrial

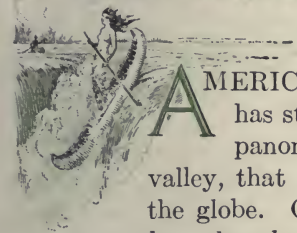
Price
10
Cents

The Wonders of Niagara

A Visit to America's Greatest
Cataract with a Description
of the Points of Interest in
a Region of Scenic Grandeur
and Beauty : : : :



The Wonders of Niagara



AMERICA is the land of scenic beauty. Nature has stretched across the Western Continent a panorama of river and lake, mountain and valley, that has no parallel in any other country on the globe. Other countries are rich in historical and legendary lore. Other countries, indeed, have wonderful monuments to the artistic and architectural genius of man.

But America has all and more than these embraced within an area that presents every conformation of the earth from lofty mountain to deep canyon, from majestic river to lakes of incomparable grandeur. In fact there may be found within the borders of New York State alone every conceivable variety of scenic wonder, from deep-cut, stone-walled canyons to pine-topped mountains of granite; from inland seas, on which ride a mighty commerce, to rivers between whose pictured shores there roll on toward the ocean the crystal waters from a thousand springs and limpid lakes.

All these have fascinated and enthralled visitors from every land. Each has been embalmed in story, legend and song. Each has engaged the loving tribute of artist and poet.

America's Greatest Scenic Wonder

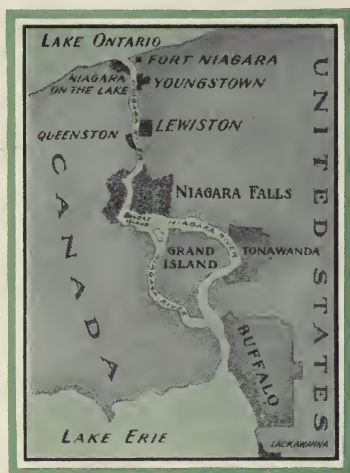
But of all the scenic wonders with which Nature has endowed this favored land of ours none there is in all the gorgeous panorama of geologic grandeur that is comparable to Niagara. Such a blending of the beautiful and awe-inspiring is seen nowhere else in all the world. By common consent of travelers

from all lands it is the one spectacle that must be viewed before one can say he has seen America. It is the one spectacle whose sublimity typifies the wild and rugged grandeur and the resistless, tireless, on-rushing energy of the Western world. That it is the Mecca of pilgrims from our own and other lands is attested by the fact that it is visited every year by a million or more persons.

Other regions of surpassing beauty, like Yellowstone Park and the Grand Canyon of the Colorado, have their quota of annual visitors. Other rivers, like the Hudson and St. Lawrence, have their worshipers and are panegyricized in song and story. But the crowds that turn toward far-famed Niagara every year far transcend in number and interest the pilgrims that visit any other shrine that Nature has built for man's adoration.

The Waters That Flow Over Niagara

The waters of four great lakes, Superior, Huron, Michigan and Erie, flow through Niagara River to Lake Ontario, a distance of about forty miles. Twenty-three miles from Lake Erie the waters flow over a precipice in the Niagara River, the Cataract of Niagara, forming the world's greatest scenic wonder. From this point the water goes rushing down with torrential fury through a deep canyon, dashing against giant rocks and beating itself into foamy billows against the base of overtowering cliffs until it reaches the village of Lewiston, where, having been released from the narrow walls



The Famous Niagara River from
Lake Erie to Lake Ontario

of the gorge, it flows calmly in a wider channel to Lake Ontario. From Lewiston to the lake this limpid stream winds around hills of vernal loveliness covered with peach and apple orchards, presenting a picture of pastoral peace that is in striking contrast to the turbulent and noisy waters that come pounding and splashing down the gorge. The transformation of this surging tumult of rushing water into the peaceful and majestic stream that bears on its quiet bosom a fleet of steel greyhounds that run between Lewiston and Toronto is one of the wonders of Niagara.



Brock's Monument on Queenston Heights
Overlooking the Lower Niagara

One of the Famous Rivers of the World

The river itself without the Falls would easily be reckoned one of the famous rivers of the world. Being the dividing line between the United States and Canada and connecting two great lakes it was naturally the scene of many sharp conflicts between the Americans and the British in the early history of our country. Its precipitous banks and cliffs are invested with fascinating historical interest. On the steep bank of the river overlooking the town of Lewiston and Suspension Bridge stands a graceful Doric shaft erected in memory of the British Commander, General Brock, who fell in the battle of Queenston Heights, October 12, 1812. Half way down the hill is Brock's cenotaph, a stone monument that marks the spot where General Brock fell, and which was set in place with appropriate ceremonies in 1861 by



GENERAL VIEW OF THE AMERICAN AND CANADIAN FALLS

the Prince of Wales, who afterwards became King Edward VII. At the mouth of the river where it empties into Lake Ontario is Fort Niagara, where the blockhouses and stone fortifications stand as grim reminders of the days when Americans and English fought for supremacy. At the entrance to the river near Lake Erie is Fort Porter on the American side and Fort Erie on the Canadian side. Lying in the river between Buffalo and Niagara Falls are several islands; one of them, Grand Island, being ten miles long and covered with farms and summer homes of Buffalonians. But let us go back to the Falls that have made the Niagara River famous.

Niagara is Free to the Public

Contrary to the popular notion, among those who have not visited the Falls, this great spectacle is free to the public. While there are many trips to special points of interest that lie outside the paths of vehicles, for which a small fee is charged, it is possible to see both the American and Canadian Falls and all the wonderful views from Goat Island and the State Reservation without spending a cent. The acquirement by the State of Goat Island and a strip running along the river for half a mile above the rapids gave the people not only a free Niagara but a park of surpassing beauty embellished with a horticultural richness that represents the highest achievement of the landscape artist. While it is possible to see both cataracts and all the scenic grandeur of the region free of charge, there are all sorts of conveyances, from the State Reservation busses, which take one around the Island for a nominal sum, to carriages and automobiles for those whose purses will permit them to travel in greater luxury and comfort. The walk to Goat Island, however, is a very delightful experience for those who like to wander in unfrequented paths and byways.

A Good Place to Start the Trip

While most visitors follow the beaten path that leads to Prospect Point at the north end of the American Fall, in the State Reservation, those who are most familiar with the Falls and who know something of the varied impressions that are made upon visitors who see them for the first time are inclined to advise saving this trip for the climax of the visit to this region. We will therefore walk down Falls Street, one of the principal business thoroughfares in this city of thirty-five thousand population, past the Soldiers' Monument, through the Park to Goat Island Bridge, a massive stone structure that crosses to what is known as the Goat Island group of islands. Up the river from this bridge lie the so-called American Rapids which are regarded by many as the most beautiful portion of the Rapids of Niagara. Directly in front of this bridge may be seen a vast flat rock over which comes a tumbling, fan-shaped wave which is regarded by many travelers as the epitome of Niagara.

The Beauty Spot of the Niagara Region

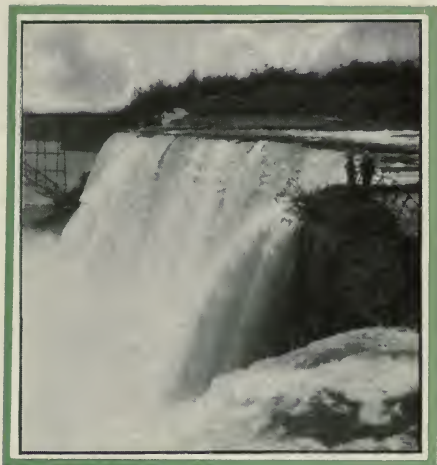
Goat Island is the beauty spot of the Niagara Region and is the objective point of all visitors, as from it may be seen nearly all the grandeur and beauty of the American and Canadian Rapids and the Falls. It consists of a group of islands and islets between the American and Canadian



Bird's-eye View of the Rapids above the American Fall
and the Bridge to Goat Island

Rapids, is half a mile long and a quarter of a mile broad, running to a point at its eastern end, and comprising seventy acres. If only one point is to be visited by the traveler, that one spot beyond all question should be Goat Island. It is covered with virgin forest which has been carefully preserved in its natural condition for the

enjoyment of visitors, and in summer is carpeted with wild flowers. Climbing the steps at our right we reach the top of the bank, and passing the shelter house erected for the protection of visitors we follow the path that winds along the upper edge of the bank until we reach Stedman's Bluff where may be seen a wonderful panorama of scenic beauty and where one may get a most satisfactory view of the American and Luna Falls.



The American and Luna Falls from Goat Island

Luna Island and "The Cave of the Winds"

Following this shore line we come to a flight of broad stone steps which lead down to the bridge that spans the little stream whose fall forms the Cave of the Winds. We are now on Luna Island which derives its name from the fact that it was at an early day the most accessible place from which to view the lunar bow. From this point the visitor may again enjoy the wonderful panorama down the gorge. Directly below in the gorge are seen wooden bridges connecting the various rocks, and on these,



Party of Tourists Descending to the Cave of the Winds

clad in oilskin suits, are seen the visitors to the Cave of the Winds who are diminutive in size as viewed from the top of the gorge.

Retracing our steps from Luna Island over the bridge, up the long stone steps and following closely the edge of Goat

Island we come, within a short distance from the Luna or "Bridal Veil" Fall, to the so-called Biddle Stairs, a spiral stairway which for many years has been the only means of reaching the slope below and which is soon to be replaced by an elevator of modern design and construction. Down this spiral stairway go many visitors to the Cave of the Winds, a trip that is full of thrilling and fascinating interest. Before descending to the Cave of the Winds the visitor disrobes and puts on a flannel suit, and, if desired, over this an oilskin suit, and thus appareled he is ready to follow the guide through the drenching spray that beats against him in this wonderful cave. Just before the cave is reached, on the left is seen the huge rock known as the Rock of Ages. This Cave is about 100 feet wide, 160 feet high and about 100 feet deep.

Visitors to the Cave pass down over small wooden bridges, in front of the sheet of water called "The Bridal Veil", past the Rock of Ages on the left, returning behind the torrent of falling water into the Cave of the Winds. The little wooden bridges over which the visitor passes are annually destroyed by the weight of the ice and are renewed each summer.



ROCK OF AGES AND CAVE OF THE WINDS



Terrapin Point and Horseshoe Fall Looking toward the Canadian Shore

The View From Porter's Bluff

Leaving this point we take our way on to the Canadian Fall, through a shaded walk, and finally stand in one of the most commanding situations at Niagara, called "Porter's Bluff", so named by the first Board of Commissioners of the State Reservation in honor of the family which for three generations was the owner of the Island and by whose members the natural beauty of the Island was preserved and protected from disfigurement. Beneath this Bluff may be seen the brink of the

Horseshoe Fall which is 158 feet high and about 3,000 feet in width. The center of this fall was originally a curve which gave it its name but which during the last twenty years, due to the erosion of the great volume of water which constantly pours over its brink, has receded so much that it is now almost an acute angle.

Terrapin Rocks—The Scenic Center of Niagara

Following the shore of the Island we come to a series of steps cut out of the side of the bluff and which lead down to a wooden bridge. We pass along this bridge and then down the wooden steps and out to the iron railing from which we gaze into the gorge below through the ever-rising column of spray into what is regarded by many as the scenic and geological center of Niagara. Here are the Terrapin Rocks, massive, flat-shaped boulders left here by those tremendous geological forces that hewed this gorge out of the rocks. From these Terrapin Rocks may be seen the commencement of the Whirlpool Rapids, with

the great steel arch bridge and two mammoth railroad bridges in the distance. We are on the very edge of the great gulf, with the roar of the Horseshoe Fall thundering on our right, while on our left are the shallow waters that move quietly to the edge of the Cataract. Most visitors linger longest at this point, reluctant to turn away from such a scene of indescribable grandeur and beauty.

The Three Sister Islands—Hermit's Cascade

Returning up the steps and following the shore we come to an open, unobstructed view from which may be seen the apex of the Horseshoe Fall, while across the channel is the Canadian shore and the tumbling rapids of that part of the current where passes nearly three-fourths of all the water that pours over the Canadian Fall. Proceeding on our journey we soon reach the



The Three Sister Islands at the Edge of the Canadian Channel

massive stone bridge that connects Goat Island with the First Sister Island, and passing over this bridge we look down upon a beautiful cataract known as Hermit's Cascade. This is the first of the Three Sister Islands, so called for the three daughters of General Whitney who were the first women to make the trip to the outer island long before the bridges were built. These islands are connected by bridges of ornate design, and consist



THE FALLS AND GORGE FROM HENNEPIN'S VIEW

for the most part of broad and flat rocky shelves full of so-called pot-holes and other interesting formations that show the effects of the action of water through the ages past.

A Wonderful View of the Falls and River

If we turn a little to the right and descend a short flight of wooden steps before reaching the bridge that leads from the Second to the Third Sister Island, and venture to the edge of the rocks, we will get one of the most beautiful views of the Falls. At our feet we will see the ever-changing, white, tumbling waves and the boiling waters that are constantly fed by the little Cataract over which pours the most rapid stream of any at Niagara. At the upper end of the Third Sister Island are ledges of rocks from which one may view the ever-changing panorama. Up stream may be seen the peaceful, shallow river in the distance, while a little to the right are the rushing rapids extending in unbroken line toward Canada and which increase in volume and rapidity as they near the Cataract. Geologists tell us that through the constant erosion of the water the brink of the Horseshoe Fall has receded for many centuries at the rate of about a foot a year. If this calculation is correct, this Fall at the commencement of the Christian era was somewhere near Prospect Point; three thousand years ago it was at the upper steel arch bridge.

Returning across Goat Island bridge to the main shore we will add much to the delightful impression of a never-to-be-forgotten visit by wandering up the river bank to the eastern end of the New York State Reservation. From it we get splendid views of the American Rapids, the wooded shore and upper end of Goat Island and the commencement of the Canadian Rapids. In the distance may also be seen the shores of Navy Island, Buckhorn Island and Grand Island.

The Falls From Prospect Point

We will now retrace our steps along the river bank, noting on every hand the work that has been carried on by the State



The View from the Base of the Falls Is
Indescribably Awe-inspiring

group, Horseshoe Fall and the American Rapids may be seen from this point. Below us lies the Niagara Gorge, cut out of the solid rock by the constant erosion of water for ages past, and through which flow the waters of both the American and Horseshoe Falls.

The Sublimest Spectacle of All

After taking in this wonderful picture we enter a nearby structure, where we descend by means of elevators through shafts that are sunk into the solid rock for a distance of 165 feet, and come out at the base of the Cataract where the eye may behold the sublimest spectacle of all the Niagara Region. This is the climax of the Panorama of Niagara. It is this view that gives one a satisfactory conception of the tremendous volume and power of the Cataract. Looking upward to the crest of the Falls the rushing torrent of water makes an impression that is indescribably awe-inspiring. This is the impression of Niagara

to increase the horticultural beauty of the region. Passing the stone bridge again we proceed along the shore to Prospect Point from which most travelers get their first view of the American Fall. This point is most aptly named, for while the view seen for the first time does not give an adequate conception of the height and majesty of the Cataract it enables one to sweep with the eye a vista of scenic grandeur that is impressive beyond description. The American Fall commences directly at our feet, while the Goat Island

Falls to take away—the one that remains an ineffaceable memory. It is from this point that we may embark in that trim little craft called “The Maid of the Mist,” which will carry us through the ever-rising mist of the Falls, through the splashing and tumbling waters, very near to the Horseshoe Fall, a most thrilling and interesting experience.

Across the Steel Arch Bridge to Canada

Coming up the elevator we are ready to cross the steel arch bridge, a monument of modern engineering genius which spans the gorge just below the American Fall, to the Canadian side, where we may walk or ride through beautiful Victoria Park, in



The American Fall Becomes a Silver Sheet of Foam-capped Water When Seen from Victoria Park on the Canadian Side of the River

which we may obtain a new and surpassingly beautiful view of both the American Fall and the Horseshoe Fall. The journey may be continued to the Dufferin Islands where a bend of the river produces a sylvan retreat of wooded islets, rustic bridges and charming walks, a spot where nature-lovers can linger for hours with an ever-increasing fascination.

The Ride Down the Gorge—A Thrilling Experience

On returning to the steel arch bridge, if we care to prolong our visit and take with us a complete knowledge of the Niagara Region, we can board an electric car which runs along the brow

THE MIGHTY WHIRLPOOL RAPIDS



of the bluff, high above the waters of the gorge, passing the cantilever railroad bridge and the steel arch railroad bridge. Across the channel before reaching these bridges may be seen the outlet of the great tunnel through which pours in a rushing torrent the water that has passed through the turbine wheels in the great power house up the river and which has furnished power for running factories and electric railways in Niagara Falls, Buffalo and other neighboring cities. The ride on the dizzy heights of the beetling bluff is a thrilling experience, equaled only by the return trip at the other side of the gorge. The car crosses the river on Suspension Bridge near Lewiston, and then, after running along the water's edge past the far-famed Devil's Hole and Whirlpool Rapids, giving a close view of the rushing torrent of waters as it leaps from rock to rock, pounding itself into silvery foam as it tumbles over giant boulders, it begins a gradual ascent, finally emerging from this stone-walled canyon and reaching the higher level on which is located the city of Niagara Falls.



Prospect Point in Prospect Park at the Brink of the American Fall

Niagara's Other Wonder—The Mecca of Thousands

We have seen the world's greatest waterfall, justly regarded as the scenic wonder of the continent. We are now ready to visit another wonder of Niagara which is the Mecca of thousands of pilgrims from every land—"The Home of Shredded Wheat." We have already seen the water spouting from a great tunnel near the stone abutment at the American end of the steel arch bridge, and if we could follow this tunnel to its end we would come to the great stone power house of the Niagara Falls Power Company a mile above the Cataract. Here water is let into great penstocks—hollow tubes of steel—where it passes through mammoth turbine wheels which in turn run great dynamos, thus developing electric power that is transmitted through cables to Niagara Falls, Buffalo and other cities for running their railways and manufacturing industries. There are two of these great power developments on the American side and three on the Canadian side of the river.

The "Harnessing" of Niagara

Thus the Cataract not only delights and fascinates millions with its scenic beauty, but develops thousands of horsepower for driving the industries of man. It is a new Niagara, "harnessed" but not hushed, with its beauty unmarred and its torrential fury undiminished. The hand of the engineer has left the mighty Cataract untouched, while adding to the attractiveness of Nature's greatest wonder. It was a very happy dispensation of fate that a



Interior of One of the Great Hydro-Electric Power Houses at Niagara

portion of the power generated by this scenic wonder should be dedicated to the health and happiness of the human family through the manufacture of the most perfect food that was ever devised for the nourishment of man. It is a source of encouragement and gratification to those who are struggling to attain certain attractive ideals in the relations between employer and employees that the harnessing of Niagara should have made possible this palace of light and beauty where cleanliness goes hand in hand with human kindness.

A Palace of Light and Beauty

One might as well see Rome without seeing St. Peter's as to see Niagara Falls without visiting "The Home of Shredded Wheat." A few years ago the residents of the prettiest avenue in the city of Niagara Falls woke up one fine morning to find that a tract of ten acres on this avenue had been cleared of its dozen or more dwellings and that ground was being broken for the building of a great factory for the manufacture of Shredded Wheat Products. As it reared its ornate towers and pinnacles high above the surrounding dwellings, the "factory" changed to a "conservatory", and the astonishment of the residents changed to acquiescent admiration.

Here was a building whose builders had the daring to invade the choicest residence neighborhood in the town to plant an industry far away from the smoke and dust of factory and railroad. This search for cleanliness and beauty, foolish as it might seem to the hard-headed man of finance, naturally constitutes one of the attractive features of the plant and gives it a unique place among the food manufacturing concerns of the world.

A Hundred Thousand Visitors Every Year

The spectacle of a hundred thousand persons going through a factory every year "to see the wheels go 'round" is something so unusual as to call for more than passing notice. This is the number that annually visits "The Home of Shredded Wheat."



"THE HOME OF SHREDDED WHEAT"

The question therefore naturally arises, "What is there so unusual about this factory that it should attract such crowds, even drawing them away from the scenic splendors of the Cataract itself?" Surely the ordinary factory is not such an object of popular interest—indeed the average factory does not throw open its doors to the public. It does not care to have its methods of manufacture inspected by curious throngs.



Surrounded by Beautiful Lawns and Trees, with a Thousand Immense Windows through which the Sunlight Floods Every Nook and Corner of the Big Building

The Cleanest, Finest Food Factory in the World

Right here is the secret of the drawing power of this wonderful establishment. There are factories and factories. But the Shredded Wheat factory is unique. There is nothing like it in this or any other country. It is the dream of a "dreamer", fully carried out. This "dreamer", who invented Shredded Wheat Biscuit, said he would build the cleanest, finest, most hygienic



The Spacious Entrance Which Extends a Cordial Welcome to
Over a Hundred Thousand Visitors Every Year

draws the pilgrims from all lands. It has been visited by men and women of every race, of every clime, of every station in life, from men distinguished in letters and politics to members of royal families. The building is located on Buffalo Avenue, in the heart of the best residence district of Niagara Falls, far away from the smoke and dirt of factories and railroads. Its ornate and dignified architecture gives it the appearance of a fine institution of learning rather than a factory. Thirty thousand panes of glass let in the sunlight which floods every nook and corner with its cleansing rays.

The Beautiful, Spacious Entrance

We enter the building through a large reception room on either side of which are writing and reading rooms for guests, furnished with beautiful rugs and sumptuous weathered-oak, leather-upholstered furniture. From the middle of the ceiling hangs a pendant, a great crystal ball, inside of which are thirty-six electric lights. At the base of the vast columns supporting

factory in the world in which to make the cleanest and purest cereal food in the world, and he succeeded in making good his promise. In this plant are realized the most advanced twentieth century factory ideals.

This is what



THE FOYER OR RECEPTION ROOM

the ceilings are upholstered settees. Here may be found guides ready to pilot visitors through the building. The gallery around the reception room, as well as the entire floor above, are taken up with the administration, publicity and accounting offices of the Company.

The Observatory

After registering in the visitors' register, let us join one of the parties and follow the guide through this interesting plant. Entering one of the electric elevators we are first taken up to the observatory on the roof of the administration section of the building which commands a wonderful view of the Niagara River, the Rapids, Goat Island, Three Sister Islands and other scenic beauties of this picturesque region. There is probably no view of the Niagara River that is comparable to the one that may be had from this observatory, and while standing here and breathing in the pure, invigorating air from over the Upper Niagara Rapids



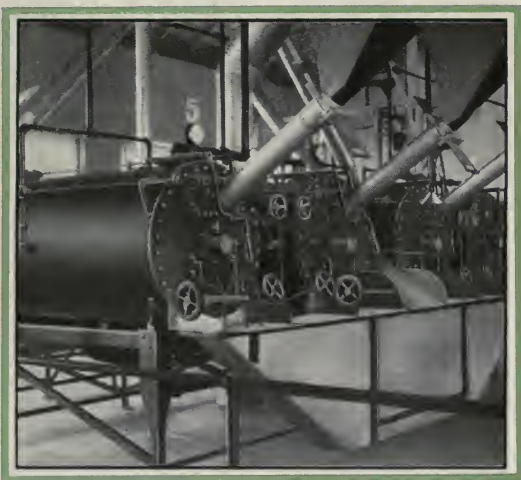
From the Splendid Observatory May Be Obtained a Wonderful View of the Upper Rapids, the Islands above the Falls, and the City

one is impressed with the pains and foresight taken in the selection of this splendid location for such a model plant, far away from the dust and smoke of factories and railroads with sunlight and pure air on every side.

The Cleaning and Cooking Rooms

To get an adequate and comprehensive idea of the process of manufacturing this famous cereal food it is best to follow the grains of wheat, from the point where they enter the building, through the various details of manufacture to the finished product. Therefore upon leaving the observatory we are next taken to the top floor of the central tower to which point the wheat is elevated and where it passes through twenty-two cleaning machines which remove all dust, dirt, wild oats, mustard seed, cockle, straw and other foreign substances, as well as broken and defective grains of wheat.

Each one of these machines is a marvel of ingenuity and has some particular work to do. The machines for removing cockle, which is a little black seed, were made in Germany for that purpose, while the large "gravity machines" which remove broken and defective grains as well as little stones always excite the interest and astonishment of visitors. After the wheat has passed through these twenty-two cleaning machines, all broken and defective grains have been removed, leaving only perfect, large, whole grains of wheat, each one of which has been cleaned as thoroughly as if it had been scrubbed with a brush.



Having First Been Thoroughly Cleaned the Whole Wheat
Is Then Steam-Cooked for Half an Hour

On this same floor is the cooking room, equipped with great steel cylinders which are filled with the wheat from the cleaning room. The wheat while being agitated by revolving steel paddles is cooked for about thirty minutes, this process breaking up the starch granules in the center of the wheat kernel, rendering them soluble and digestible. The outer coat of the wheat berry is unbroken, and none of the nutritive elements in the wheat are lost in the process of cooking.

Drying the Cooked Whole Wheat

When the wheat is thoroughly cooked, the steam is turned off, the end of the cylinder opened and the delicious looking grains of cooked wheat roll out into a hopper and drop down to the floor below into a drying or "conditioning" machine which removes the excess of moisture which remains after the cooking process and which must be eliminated before the wheat is ready for the shredding machines. This "conditioning" machine is a most ingenious piece of mechanism, consisting of a large iron cylinder, extending perpendicularly through two floors of the building, inside of which is a perforated iron cylinder. The cooked wheat enters at the top and slowly works its way down between the two cylinders, while air at a proper temperature is forced through the inner cylinder, through the cooked wheat and out through openings in the outer cylinder which resemble the lattice work of a window shutter. When a sufficient amount of the moisture is removed, the swollen, softened kernels are ready for shredding and are dropped down through a hopper to a lower floor of the building where they enter the shredding machines and later in shredded form are moulded, baked and packed.

The Shredding and Baking Room

As the next step in our trip of following the wheat in its journey from the cleaning room to the sealed package we descend to a lower floor which is by far the most interesting department in the process of manufacture, containing as it does the shredding

machinery, the great ovens and the packing tables. Here the cooked wheat is fed into the hoppers of the great shredding machines, each eighty-eight feet long and consisting of thirty-six pairs of steel rollers. The wheat kernels are caught between these rollers and drawn out into fine, porous shreds, which are dropped



After the Whole Wheat Has Been Partially Dried It Is Dropped to the Big Shredding Machines Where It Is Shredded and Formed into Biscuits

upon an endless chain, laying layer upon layer, until they form the thickness of the Biscuit, when the long band of white filaments is brought to a cutting device which separates them into oblong cakes and drops them on to a pan holding fifty-two Biscuits.

The Big "Ferris Wheel" Ovens

The pan of Biscuits is then placed in the arms of a large drum, shaped like a Ferris wheel, which revolves in an immense oven until the Biscuits are baked. They are then passed through a second oven, which thoroughly dries the interior of the Biscuit, completing the baking process. The Biscuits are then conveyed in large pan-racks to packing tables where they are placed in cartons, and they in turn are placed on an endless belt which carries them to the sealing-machines on a floor above.

Sealing Machines Which are "Almost Human"

Ascending to this floor we are permitted to witness the operation of machines that are marvels of ingenuity. As this



The Steel Rolls Spin the Wheat into Filmy Shreds

“almost human” in their operation as they automatically open the flaps of the cartons, cover them with dextrine—a vegetable glue—fold them together again and then paste a strip of paper over each side in such a way as to join the edges of the flaps, making a package that is practically moisture-proof and airtight. These packages are then carried along by means of belts between cylinders of steam and when they reach the end they are dry enough for packing in the

is the only factory in which Shredded Wheat is made, and as these sealing machines were especially devised for sealing packages of Shredded Wheat Biscuit, nothing like them can be found in any other food factory anywhere. They impress the visitor as being



The Biscuits Are Baked In Big “Ferris Wheel” Ovens

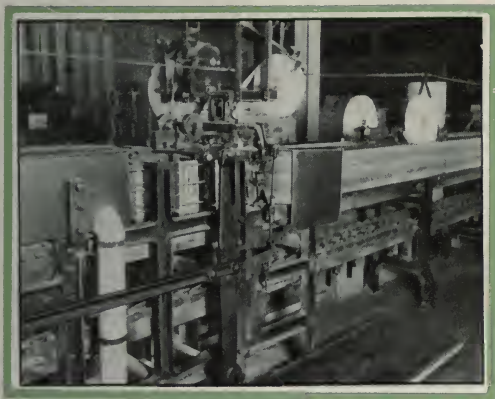
wooden cases. These cases are made of spruce wood and are nailed together by nailing machines which fasten down the lid at one stroke. The sealing machines are provided with counters which register the number of packages, also with a device which marks each package with a private mark by which the manufacturers are enabled to tell the exact date of its packing.



After the Biscuits Have Been Baked They Are Carefully Packed in Neat Cardboard Cartons Ready for Sealing

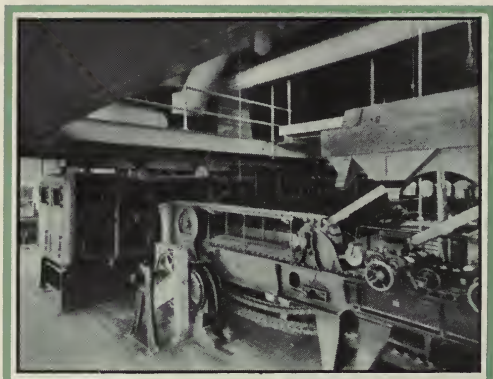
The Wonderful Electric Triscuit Ovens

We will now descend to the floor where are located the



The Machines Which Seal the Biscuit Cartons Are Marvels of Mechanical Ingenuity

great Triscuit ovens in which are baked the Company's other product known as "Triscuit", the Shredded Wheat Wafer. Triscuit is made the same as the Biscuit except that it is compressed into a wafer and baked by electricity in a specially devised machine so interesting and wonderful in all



Triscuit, the Shredded Wheat Wafer, is Baked by Electricity
In Huge Ovens of a New and Novel Design

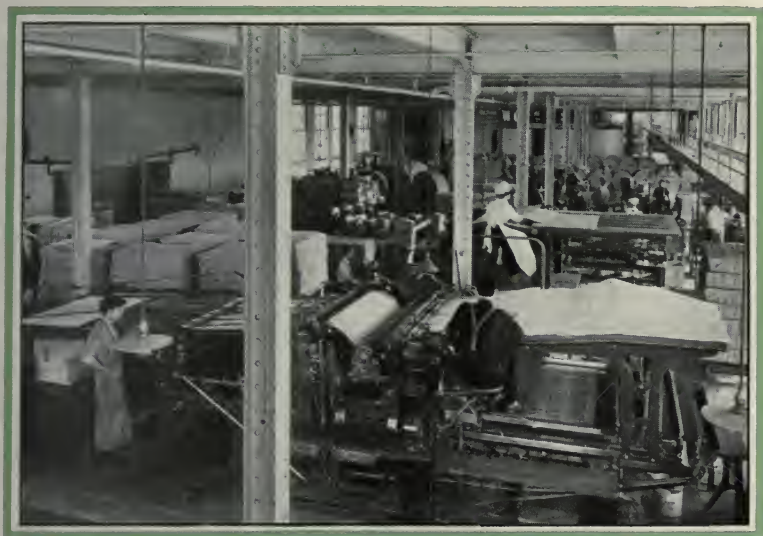
its operations that it has attracted the attention of electricians from all over the world. This oven consists of a long series of slow-moving "waffle irons" which serve to compress and indent the Shredded Wheat while the electric current supplied to each waffle iron cooks it crisp and brown. On this

floor is also seen a machine which makes the cartons or boxes for the Triscuit, folding, pasting and delivering them ready for the packing of the Triscuit. Through a system of moving belts the crisp wafers are carried from the electric ovens to long packing tables at which young ladies place the Triscuit in packages which are then wrapped and packed in cases ready for shipment.

A Complete Printing Establishment

This completes the process of making Shredded Wheat Biscuit and Triscuit, but before leaving the building we are invited to visit the wonderful printing plant, which, while having no connection with the manufacture of Shredded Wheat, is made necessary by the publicity requirements of the Company. Here we see in operation several of the largest and most modern printing presses which are kept busily employed turning out booklets, leaflets and other advertising literature which is distributed by the millions in all parts of the globe. One of these presses cuts and prints in four colors the cartons used for packing Shredded

Wheat Biscuit, turning them out at the rate of four hundred and fifty per minute, and taking the cardboard from great rolls or cylinders on which it has been wrapped by a machine especially constructed for that purpose. To those who are not familiar with the modern development of the art of printing this is one of the most fascinating rooms in the building. In addition to this machine from which there constantly pours a perfect Niagara of colored cartons, to the great amazement of visitors who look down upon it from a gallery above, there are marvelously ingenious machines for folding the cartons that are used for packing the Shredded Wheat Biscuit.



The Big Printing Department of the Company, where Millions of Cartons, Wrappers, Advertising Booklets, Cards and Office Forms are Prepared

The necessity for providing cartons for two million Biscuits a day makes this department a perfect beehive of industry and requires that there be kept constantly on hand a great supply

of these mammoth rolls of cardboard which occupy over half the space on this floor.

Noon-Day Luncheon is Served Free

Near the department we have just left we are shown the spacious, beautifully lighted dining room where the Company serves to its employees at noon-time a delicious, wholesome meal, embracing a selection of foods prepared with reference



At Noon Each Day, in this Large and Cheerful Dining Room, the Employees are Served a Delicious, Wholesome Meal as the Company's Guests

to the tastes and physical necessities of the employees. The meal is served on the a la carte plan which enables the employees to gratify their individual tastes and needs. At this meal the girls are guests of The Shredded Wheat Company and every effort is made to make the noonday luncheon one of the delightful relaxations of the day. A separate dining room is provided for the men and a nominal charge is made for the meals. After lunch the girls who choose to do so may

lounge or visit in the comfortable rest room on this same floor which is furnished with leather-upholstered furniture, settees and lounges, reading tables and a circulating library. At one end of the rest room is a room provided with a hospital bed, and an emergency chest containing medicines, bandages and other articles ready to administer quickly to the needs of a sick or injured employee. Fortunately these are not often required, but to have them quickly available when they are needed means a great deal in an organization of this size.



The Comfortable, Cheerful, Sunlit Rest Room, with Its Books, Magazines and Games, Provides Both Rest and Recreation for the Employees

An Auditorium for Lectures and Dancing Parties

One would think that the privilege of working under such ideal conditions in a factory flooded with sunshine and with every modern device for securing perfect hygiene and sanitation would represent a reasonable regard on the part of the Company for the welfare and happiness of its employees. But the Company has gone much further than this. It has not only provided a beautiful place for its employees to work in, but has in operation probably the most rational scheme of social and moral betterment that may be found in any factory in this country. We have already visited the spacious dining room and the comfortably furnished rest room, but we have yet to see the auditorium, a large, beautifully lighted room, which



Auditorium In Which Many Entertainments are Given for the Instruction and Edification of the Employees

has a seating capacity for one thousand persons. In this auditorium are given from time to time lectures and other entertainments of an educational character for the instruction and edification of employees, including dances, parties, receptions and other social events.

In one end of this auditorium are a number of tables at which we are invited by the guide to be seated and partake of a delicious demonstration luncheon served by daintily attired waiting maids. While partaking of this luncheon we are entertained by a lady who delivers an instructive talk on the food value of the whole wheat grain and the superiority of the shredding process as the best process ever devised for making the whole wheat grain digestible. She also shows us the culinary possibilities of Shredded Wheat, how it may be combined with berries and other fresh or preserved fruits and what a boon it is to the housekeeper who occasionally finds it necessary to quickly prepare a nourishing and wholesome meal.

Shower and Needle Baths for Employees

After leaving this room we are shown some of the beautiful lavatories which are provided by the Company for the use of employees, at a cost of one hundred thousand dollars, and which include shower, needle and tub baths, individual lockers and

other facilities for encouraging cleanliness and neatness on the part of employees.

While this model factory is unique in its provisions for the health, comfort and entertainment of employees, its regard for their welfare does not end with perfect sanitation, perfect lighting and elevating surroundings. It carries on varied departments of welfare work that are calculated to promote moral and educational betterment as well as health. With unstinted generosity the Company provides opportunities for mental, manual, artistic and social development.

Famous For Its Welfare Work

It would require a good sized booklet to describe all the departments of this welfare work for which this institution is famous throughout the land. The Company not only provides a locker for each employee, costly lavatories and hygienic noon-day lunches for them, but maintains a circulating library and gives them access to hundreds of periodicals. The Company also provides soap and towels and bathing facilities which encourage and maintain the highest standards of personal cleanliness. The employees are also allowed rest periods of fifteen minutes every morning and afternoon in addition to the hour that is allowed for the noon-day luncheon and recreation. The physical and social welfare of the girls



One of the Many Beautiful Marble Lavatories Provided by the Company to Encourage Cleanliness and Neatness



Pure, Cooled Water is Piped to
All Parts of the Building

nurse is provided with a case containing everything needed for emergency work, and there is also a specially equipped room in which a sick or injured employee can be quickly and comfortably cared for. One of these young women nurses is connected with each department in the factory and office, and while continuing their regular work they are always ready to give help when it is needed. The food that is purchased and served to the employees in the two dining rooms is carefully examined, the milk is tested daily, the dishes are all sterilized and the use of cold storage food is prohibited.

Many Forms of Healthful Amusement and Entertainment are Provided

For amusement the management provides a skating rink, tennis court, bowling

is largely in charge of a matron or "factory mother" who is always ready with timely help and kindly suggestion to meet the troubles and perplexities peculiar to the sex.

A Corps of Emergency Nurses

As little illnesses and accidents will occasionally occur among the employees, the Company, in order to provide prompt relief, maintains a corps of emergency nurses, composed of volunteers among the employees of the Company, who are given professional instruction in the principles and practice of "first aid." Each



One of the Numerous Shower
and Needle Baths

court, baseball club, dances and receptions — as the midwinter dance of the office employees, the choral society, and the production department, the Triscuit department's sleigh ride party and dance, the office employees' Easter ball, the production department's

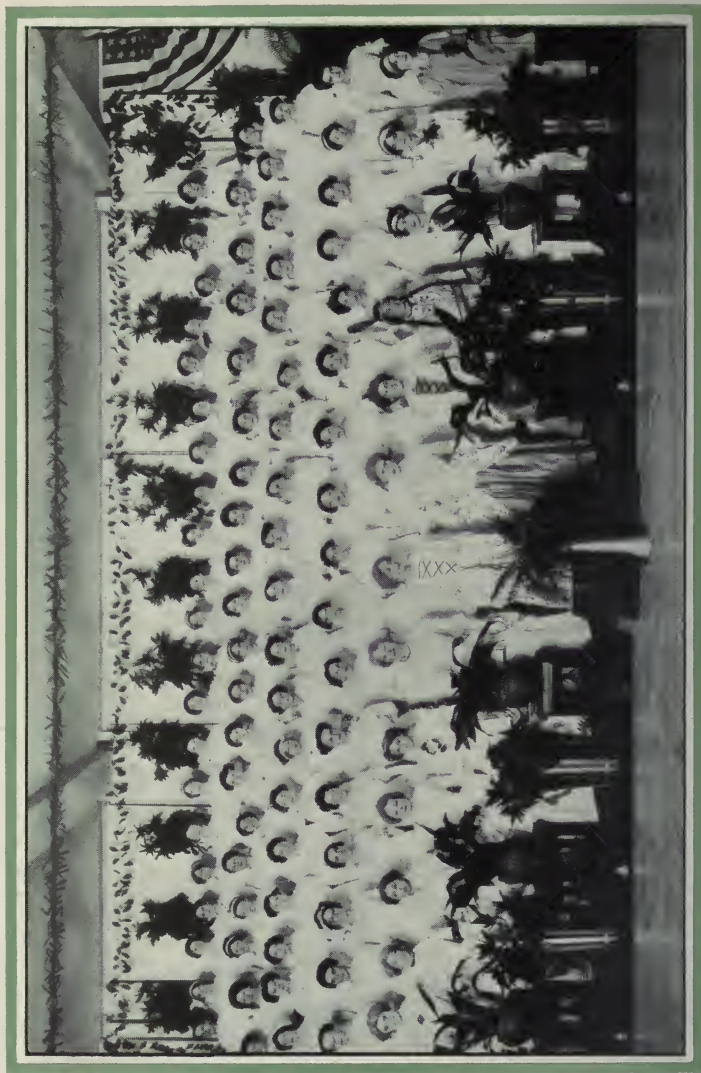


A Library Encourages the Reading of Good Literature



Corps of Emergency Nurses Composed of Trained Employees

Easter ball, the relief association's informal dances, office employees' Halloween dance, the general administration Thanksgiving ball, production department's Thanksgiving ball, and the annual Christmas reception, ball and banquet for all



THE EMPLOYEES' CHORAL SOCIETY

employees. Informal dancing receptions are held at noon on Monday and Wednesday of each week during the winter season, and other dances and receptions are given by the employees as the occasions arise, as for instance the customary farewell dinners to employees who are about to be married. The Company gives an annual outing to its employees one day each summer, and every Saturday afternoon is granted as a half holiday with full pay, not only to the office employees but to all employees of the Company.



Employees in Colonial Costume As They Appeared at a Recent Entertainment
Instruction is Given in Folk Dances, Deportment and Etiquette

Other Social Betterment Features

There are numerous other features for the mental betterment of the Shredded Wheat family which might truly be called educational. There is a choral society with a membership of one hundred and twelve, the meetings of which are held weekly, with a two-hour rehearsal during the cool season. The time given to these rehearsals is paid for by the Company as if the girls were working. Sight reading, technic and vocal exercises are

taught. A dancing class is in operation through six months of the year, and all employees of both sexes are eligible to membership. Deportment and etiquette form part of the instruction. The course is suitably divided into advanced classes, beginners' class and instruction in folk dances.

A shorthand and typewriting class is conducted for the benefit of all employees who care to take advantage of this instruction, the only requirement being that they possess a fair knowledge of the common English branches. The Pitman system of shorthand, touch operating of the typewriter, business correspondence and legal forms are among the subjects taught. An experienced instructor is in charge.



The Company's Concert Band Gives Pleasure to Thousands, and Is Also a Source of Increased Income to those Ambitious Employees Who Qualify as Members

A Musical Association and Concert Band

As an outcome of the musical association of the Company the Shredded Wheat Concert Band was formed, and it will undoubtedly long continue to delight thousands of music lovers both at home and abroad. One of the principal objects of the musical association, however, is the teaching of instrumental music to those employees who are desirous of securing such

instruction, great attention being given to the primary classes, and as the young men acquire sufficient musical knowledge they are advanced to membership in the band. In this manner it is possible to add greatly to the resourcefulness of these operatives who become semi-professional, more ambitious and better men.

To further protect the employees against need, a relief association was organized and has been in successful operation for many years. The funds for the work of the association are raised through regular weekly payments made by the members and the Company; the Company contributing an amount equal to the total paid by the employees. The association pays both sick and death benefits to its members.

The Company owns all the land between the factory and the Niagara River, all of which is laid out in attractive lawns, with flower-embordered walks and avenues for the pleasure of the employees, and which are in charge of an expert landscape gardener employed by the Company for that purpose. In summer the verdure and floral loveliness of these lawns present a pleasing contrast with the yellow bricks of the noble structure in the background, and are admired by many thousand visitors.

Noble Proportions of the Building

Mere figures give a very inadequate idea of the noble proportions of this building. They do not tell the story of the architectural symmetry, its costly equipment or its perfect adaptation to the work of making the cleanest and most healthful food product on earth. Those who like figures, however, will be interested in knowing that the main building of the Shredded Wheat plant is 463 feet in length by 66 feet in depth, with four large connecting portions, and that it contains 3,000 tons of steel and 200 tons of marble. Its beauty is greatly enhanced by the 844 windows with their 30,000 lights of glass, making it indeed a veritable "crystal palace."

It is without doubt the cleanest, finest, most hygienic food factory in the world, a factory that is dedicated to the important truth that the whole wheat grain is the most perfect and most complete food given to man.

The Happy Shredded Wheat Family

With most cordial democratic relations existing between management and employees, with no class distinctions or special privileges accorded to any department, with everything done for their moral and mental advancement and their physical betterment, it is no wonder the "Shredded Wheat Family" is the happiest industrial organization to be found in all the land; nor is it any wonder the Company's products have found favor in every quarter of the habitable globe.



Three Happy Members of the "Shredded Wheat Family" Presenting the Pretty and Graceful Butterfly Dance At One of the Entertainments Given by the Employees

What's Your Man-Power?

Suppose some fine morning a friend instead of saying, "How do you do?" should greet you with this salutation, "What's your horse-power?"

Not being a horse, and not knowing your power, you would be stumped for an answer.

Or, suppose your friend should ask, "What are your mental amperes today?"

Or, "What muscular voltage are you running this morning?"

Not being an electrician, and not having measured your strength in units of electrical energy, you would be still more puzzled for an answer to this salutation.

And yet, such a form of greeting would be far more sensible than the usual interrogatory that is tossed carelessly and casually at random acquaintances. If the question were changed to, "What is your man-power?" it would be still more in keeping with the spirit of our modern progress; for isn't it a fact that the human machine nowadays is expected to develop a certain amount of Power?

The demand of the age is for men of Power. How to increase the efficiency of the human machine is the topic of the hour. The subject is engaging the thought of doctors, economists, business organizations and scientific men.

We are in an age when Power is being measured by units of every description—volts, amperes, kilowatts and horse-power. We speak of a "sixty-horse-power machine" or a "six-cylinder machine"; but how often do we hear of a six-cylinder man, or how often do you hear his power measured in units of energy?

Of course we cannot measure a man's capabilities in terms of horse-power. Horse-power is defined as "the power that must be exerted in lifting thirty-three thousand pounds at the rate of one foot per minute; or five hundred and fifty pounds at the rate of one foot per second; or fifty-five pounds at the rate of ten feet per second."

The Energy of the Human Machine

In measuring the energy of the human machine we would naturally have to express it in terms of man-power, but with all our scientific study and investigation no man has been able to arrive at a unit of measure for computing the physical, mental

and nerve power of a perfect human being. The best we can do is to ascertain through experience and study what will increase man-power. The necessity for this is seen on every hand. We are living in an industrial age. The prize in nearly every department of human activity goes to the man or woman who is physically fit. Corporations, banking institutions, commercial houses and even the so-called learned professions are looking for the person of highest man-power.

Great business enterprises cannot be run entirely by automatic machinery. The call is for men who can organize and direct in such a way as to reach the highest efficiency—to get the greatest returns from human energy.

Only One Way to Increase Man-Power

Now, there is but one way of increasing the man-power of the human machine, and that is through proper food and rational exercise. If there is any other way it has never been discovered. Men have tried alcohol and other “whips” for stimulating human energy, but instead of increasing strength they have left the body debilitated. They have tried to get energy from elixirs taken from certain glands of certain animals. They have built machines for exercising lazy, weak and indolent bodies, but these “exercising machines” do not supply strength. One might as well try to get up steam in an engine by having another engine revolve its flywheel. To get up steam you must put fuel under the boiler.

What Kind of Fuel Shall We Use?

So with the human engine, what kind of fuel shall we put under the boiler? Shall it be fuel of high combustion with energizing power, or shall it be slate or the ordinary screenings from the coal bin? Shall it be the highly nitrogenous foods, such as meat and eggs, or the starchy foods (carbohydrates) such as potatoes, peas and carrots? Shall it be a well-balanced food like wheat, oats, rice and barley? Potatoes are a good example of

an incomplete, poorly-balanced ration. Persons fed entirely on potatoes and other starchy foods will soon become flabby and weak-minded. On the other hand, persons whose diet consists largely of meat and other high-protein foods are most apt to suffer from derangements of the liver and kidneys.

The One Perfect Food for Man

Nature has given us in the whole wheat grain a perfectly balanced food, containing just enough carbohydrates, just enough phosphates and just enough nitrates to completely nourish and sustain the human body. This cannot be truthfully said of any other cereal. Now the question is, how shall the whole wheat grain be prepared for the human stomach? We believe that the shredding process (owned and patented by THE SHREDDED WHEAT COMPANY) is the most perfect and most scientific process ever devised for preparing the whole wheat in a digestible form.

Shredded Wheat is Unique Among Breakfast Foods

There is no "substitute" for Shredded Wheat Biscuit. It stands unique among breakfast foods, not only because of its shredded or filamented character, but because of the fact that it is made in biscuit form. The "little loaves" are of such a size and form as to make them adaptable to all sorts of combinations with fresh or preserved fruits or creamed meats or creamed vegetables. In the case of fruits, the porous shreds readily absorb and neutralize the fruit acids, holding their natural flavor and adding much to their wholesomeness and palatability.

In the strawberry season, many thousands of persons who cannot eat these luscious berries fresh from the vines without much stomach distress are able to fully enjoy them in combination with Shredded Wheat Biscuit and cream. The same is true of other acid fruits, whether raw or preserved. Its uses are by no means confined to acid fruits, however, as the Biscuits are equally nutritious and delicious in combination with sliced bananas and

other non-acid fruits. "The unexpected guest" means no trouble to the housekeeper who has a supply of Shredded Wheat Biscuit always on hand; for with these Biscuits a tempting, appetizing and nourishing meal may be prepared "in a jiffy" by combining them with some kind of fresh or preserved fruits, or with creamed meats or vegetables, or by simply serving the Biscuit (heated in oven) with milk or cream. These delicious combinations are not possible with any other cereal breakfast food.

Many Ways of Serving Shredded Wheat

Shredded Wheat can be served in so many different ways that it is an easy matter to please all sorts of people who have all sorts of tastes and notions regarding a "breakfast cereal." Most people who eat Shredded Wheat for breakfast simply heat the Biscuit in the oven to restore crispness and then pour hot milk over it, adding a little cream and a dash of salt. Or, it may be eaten in this way: dip the Biscuit quickly in milk, drain and then add cream; or, dip the Biscuit in milk, drain and fry in butter, after which it may be served with a little cream. If you don't like milk or cream, dip the Biscuit quickly in hot salt water and place a chunk of butter on it, allowing the butter to melt into the shreds. The Biscuit is also delicious when split and heated in oven and eaten with butter, the same as any toast.

Triscuit, the Shredded Wheat Wafer

Triscuit, the Shredded Wheat Wafer, takes the place of the white flour cracker, and as a toast is used as a substitute for white flour bread with butter, cheese or marmalades. It is an ideal food for flat-dwellers, light housekeepers, campers, for picnics, for excursions on land or on sea. It is the favorite food of hunters, fishermen and other sportsmen; being easily carried and containing the greatest amount of nutriment in smallest bulk. Triscuit toast is served on nearly every ship that sails the seas. It is eaten in tropical climes and in all countries where the climate makes meats and other heavy nitrogenous foods unhealthful and undesirable.

SOME SHREDDED WHEAT DISHES

Shredded Wheat Biscuit is something more than the world's standard breakfast cereal. Eaten with hot or cold milk or cream it supplies all the energy needed for a half day's work, being rich in the elements that supply muscular energy and brain power. Its filamented form, however, gives it very wide culinary uses, being adapted to palatable and wholesome combinations with fresh or preserved fruits or with creamed meats or creamed vegetables. With it many dainty and delicious puddings can also be made.

To prepare the Biscuit for use with fruits or creamed meats or vegetables make a "basket" of the Biscuit by crushing in the top with the bowl of a teaspoon. Fill this basket with the fruits in their own juices and serve with milk or cream and sugar. To make delicious patties fill the basket with creamed meats or creamed vegetables.

To accommodate those who do not believe in the use of salt, or prefer very little, no salt is used in making Shredded Wheat. Those who relish or feel that they require salt may add it to suit the taste.

Shredded Wheat crumbs are far superior to the ordinary bread or cracker crumbs for breading fishballs, chops, croquettes, oysters, etc., and for all dishes where crumbs are used, such as escaloped oysters, soufflés, etc., as well as for stuffing for roast turkey, chicken, duck or other fowl.

Because of the porous structure of the shreds, and as they are made very crisp in the baking, the Biscuit will at times absorb moisture. This, however, can be immediately removed by thoroughly heating the Biscuit in the oven, which will at once restore its original delicious crispness. This should always be done just before using the Biscuit in whatever form.

SHREDDED WHEAT BISCUIT WITH MILK OR CREAM

Thoroughly heat the Biscuit in the oven to restore crispness. Then place the Biscuit in a saucer or bowl and pour hot milk over it. Pour a little cream over the top of the Biscuit, and salt or sweeten to suit the taste. If preferred, cold milk instead of hot milk may be used.

Another method which finds much favor is to dip the Biscuit in milk, drain and fry in butter, after which it may be served with a little cream. If milk or cream do not agree with you, dip the Biscuit quickly in hot salt water and place a chunk of butter upon it, allowing the butter to melt into the shreds. The Biscuit also makes a good substitute for white flour bread toast when split and toasted in the oven and eaten with butter.

POACHED OR SCRAMBLED EGGS ON SHREDDED WHEAT

Moisten the Biscuit slightly with cold water, place small bits of butter on top, put in a buttered pan in hot oven about three minutes. Use as a toast for scrambled or poached eggs.

STRAWBERRIES IN SHREDDED WHEAT BISCUIT BASKETS

Prepare berries as for ordinary serving. Crush an oblong cavity in the top of the Biscuit with the bowl of a teaspoon, removing the inside shreds to form a basket or patty shell. Heat the Biscuit basket thoroughly in the oven, then fill with the strawberries in their own juice, and serve with milk or cream. Sweeten to suit the taste. Raspberries and blackberries can also be served in the same way.

SLICED PEACHES IN SHREDDED WHEAT BISCUIT BASKETS

Pare and slice the peaches as for ordinary serving. Make the Biscuit basket as directed in the preceding recipe, heating thoroughly in the oven just before using, and fill with the sliced peaches in their own juice. Serve with milk or cream, and sweeten to suit the taste. In the same manner, baked apples, prunes, pineapples and other fruits, fresh or preserved, can be used with Shredded Wheat Biscuit.

SLICED BANANAS IN SHREDDED WHEAT BISCUIT BASKETS

Peel and slice the bananas with a silver knife, cover with granulated sugar and set in a cool place. Prepare the Biscuit basket as explained in the preceding recipes. Dip the Biscuit in milk and drain off all the milk possible. Fill the Biscuit basket with the sliced bananas and serve with milk or cream. If desired, the bananas may be covered with whipped cream decorated with little cubes of bright jelly.

CREAMED CHICKEN SHREDDED WHEAT PATTIES

Prepare the Biscuit baskets or patty shells, as explained above, and place them in the oven to heat. Make the usual white sauce required for all creamed dishes and add the cold, chopped chicken. Fill the baskets or patty shells with the creamed mixture and put back in the oven for five minutes. Remove to a warm platter, pour over them the remaining mixture and serve at once.

In a similar manner creamed oysters, clams, codfish, salmon, dried beef, peas, asparagus, mushrooms and all other creamed meats, fish and vegetables can be very daintily and deliciously served in the Shredded Wheat Biscuit baskets.

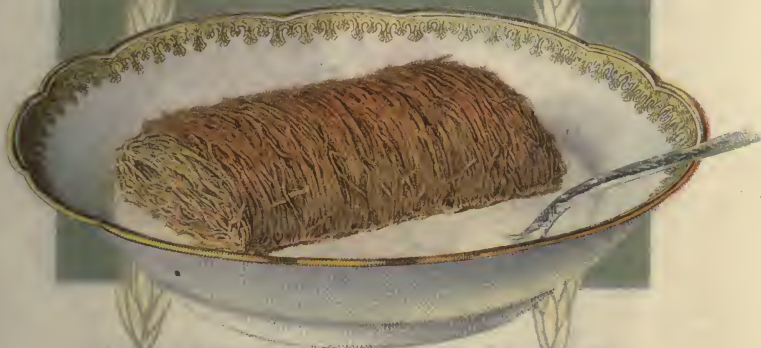
TRISCUIT WITH BUTTER, CHEESE OR MARMALADE

Thoroughly heat the Triscuit in the oven to restore crispness. Use as a wafer or toast spread with butter, cheese or marmalade, or serve with beverages. Triscuit also forms a delicious basis for many dainty dishes, such as poached or scrambled eggs on toast, Welsh rarebit, lobster a la Newberg, and for practically all other chafing dish combinations.

WELSH RAREBIT ON TRISCUIT

One half pound cheese, $\frac{1}{2}$ cup rich milk, 1 egg, 2 squares butter, salt, mustard and cayenne pepper. Cut the cheese into small pieces and put it in the blazer over the hot water pan. When it begins to melt add the butter. Work them together with a spoon until the cheese is thoroughly melted and hot, but do not let it come to a boil. Keep it from getting too hot or thick by adding the milk in small portions, and when smooth add the egg beaten light and season to suit the taste with the salt, mustard and cayenne pepper. Serve on warm Triscuit.

In Summer or Winter two Shredded Wheat Biscuits with Milk or Cream make a complete, nourishing meal.



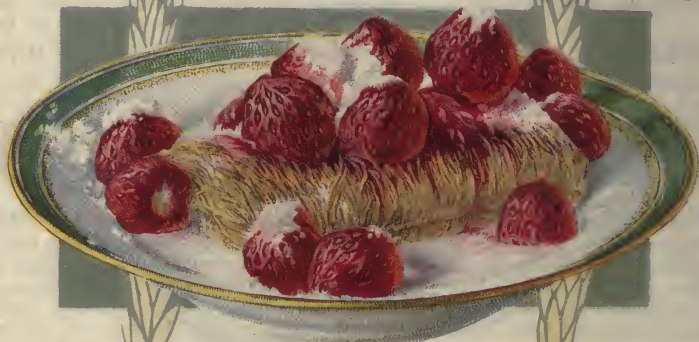
SHREDDED WHEAT WITH MILK OR CREAM.

An all-the-year-round dish-easily and quickly prepared supplying all the nutriment needed for a half day's work.



SHREDDED WHEAT WITH BANANAS

Nothing so Appetizing, Wholesome and Satisfying as
Shredded Wheat with Strawberries and Cream and Sugar.



SHREDDED WHEAT WITH STRAWBERRIES.

Because its porous shreds absorb the natural flavors
Shredded Wheat combines most deliciously with Fruits.



SHREDDED WHEAT WITH PEACHES.

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